

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward et al.
Application No. : 10/066,811
Confirmation No. : 6065
Filed : February 4, 2002
For : SYSTEM AND METHOD FOR MODIFYING
ADVERTISEMENTS RESPONSIVE TO EPG
INFORMATION
Art Unit : 2426
Examiner : Fred H. Peng

New York, New York 10036
February 25, 2009

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

Madam:

In response to the September 3, 2008 Office Action,
please amend the above-identified patent application as
follows:

Amendments to the Claims are reflected in the
listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.